

Executive Summary**Overall Site Traffic**

- From August 1 through August 31, the site received 69 visits.
- A majority of the website visits came from people either directly accessing the site or coming from social media.
- Total visits to the site resulted in 2 quizzes started and time spent on the page remains high.

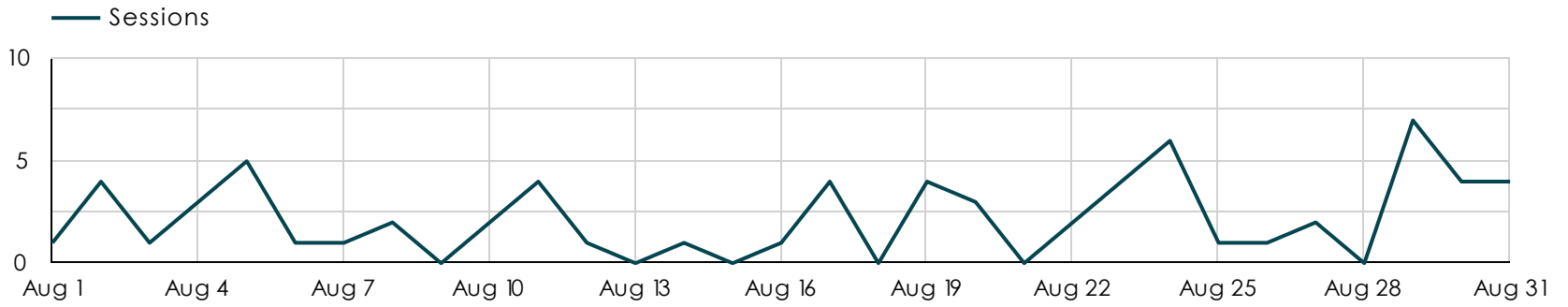
Public Relations

August statewide media relations efforts focused on helping educators and parents navigate gaming and gambling with students returning to school. Media coverage was inundated with COVID-19 and wildfire ad lines throughout Nevada resulting in no coverage for the story.

Social Media

Social media efforts for August saw flat growth in followers across accounts, but we saw a 60% increase in impressions and a 333% increase in engagement. Content included a variety of timely topics including sports betting during the Olympics and highlighting rural resources. New graphics were also created, and stock photo images incorporated to give the campaign a creative refresh.

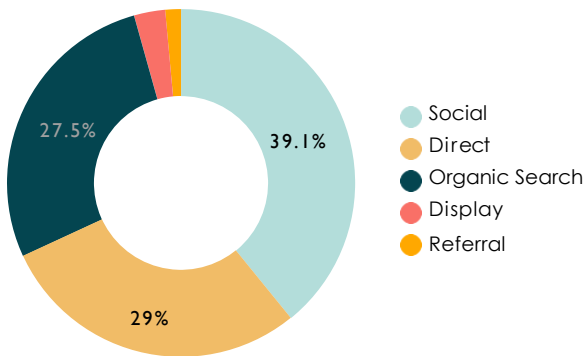
Daily Website Visits (Sessions)



Session Growth & Site Engagement

Sessions 69	Avg. Time on Page 00:04:37	Outbound Links 1	Email & Phone Clicks 0
Social Links 1	PDF Links 2	Quiz Started 2	Quiz Submitted 1

Channel Distribution



Top Outbound Links

Outbound Link	Clicks
https://twitter.com/ProjectWorthNV/	1

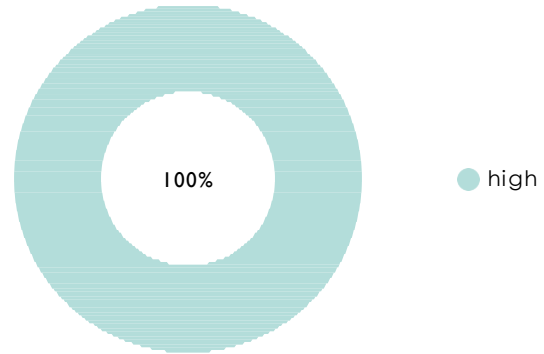
Channel	Sessions
Social	27
Direct	20
Organic Search	19
Display	2

Quiz Results

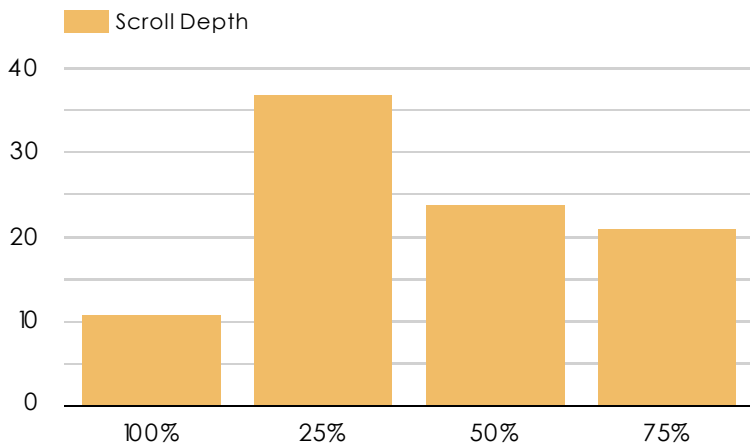
Quiz Stats

Quiz Started 2	Quiz Submitted 1
Quiz Restarted 0	Quiz Answers 15

Risk Levels



Page Scroll Depth



25%

50%

75%

Public Relations KPIs Previous Month

Publicity Value Earned (Mo.)	Articles Earned (Mo.)	UVPM Earned (Mo.)	Reach Earned (Mo.)
\$0.00	0	0	0

Public Relations KPIs Year to Date

Publicity Value Earned (YTD)	Articles Earned (FYTD)	UVPM Earned (YTD)	Reach Earned (YTD)
\$0.00	0	0	0

Public Relations Activities

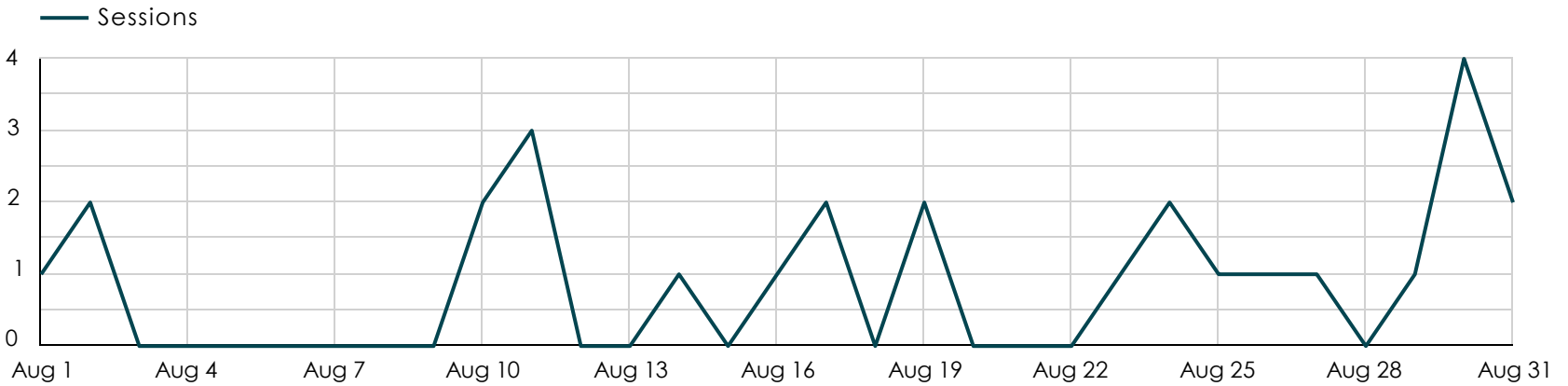
Public Relations Pitch

Back to school – How educators and parents can help navigate the blurry lines between gaming and gambling

With students across the Silver State returning back to school in August, media relations efforts this month focused on a state-wide media pitch to inform educators and parents how they can help navigate the blurry lines between gaming and gambling. Ted Hartwell, longtime Desert Research Institute faculty member and consultant to the Nevada Council on Problem Gambling (NCGP), was a resource for the team in crafting the pitch and also offered to make himself available to speak with the media on the topic.

The pitch was sent to media across the state including reporters at major newspaper, television and online outlets. Unfortunately, in spite of KPS3's best efforts to garner attention for this topic, no one picked up the story. In Nevada, rising COVID-19 numbers in schools and wildfires in two parts of California, near the Nevada border, dominated headlines through August making it increasingly difficult for media to cover much else.

Social Media Followers, Engagement & Website Visits



Social Sessions
27

Followers (All Channels)
164

Facebook Followers
96

Twitter Followers
68

Social Activities & Top Performing Social Posts

Social Media

There was no growth in our total net followers this month. We lost two on Twitter but gained two on Facebook. Compared to July, Project Worth's channels received 60% more impressions, or total post views (538 total), and 333% more engagement, or interactions viewers have with the posts (13 total).

Top Performing Facebook Post

Project Worth
Published by Sprout Social · August 2

If someone close to you struggles with gambling, there is a network of support ready to help you. You aren't alone when it comes to navigating life alongside a loved one with a gambling problem. There is a community of providers, and a network of free and low-cost counselors, who can help your family heal and get life back in order. Reach out today to get help. [#ProjectWorthNV https://bit.ly/2TMNFVW](https://bit.ly/2TMNFVW)

Navigating life alongside someone with a gambling problem?

You are not alone. Nevada has a network of support ready to help you.

19 People Reached 2 Engagements **+2.6x Higher** Distribution Score **Boost Post**

The above Facebook post reached 19 people and received two reactions for a total of two engagements.

Top Performing Tweet

Project Worth @ProjectWorthNV · Aug 31

Fall brings football season. Advocate for yourself or a loved one if you notice a problem with sports betting. Learn the warning signs and browse free and low-cost resources for Nevadans at bit.ly/3sRk3UI.
[#ProjectWorthNV](#) [#FootballSeason](#) [#SportsBetting](#)

19 People Reached 2 Engagements **+2.6x Higher** Distribution Score **Boost Post**

The above post received two 'other post clicks' for a total of two engagements. 'Other post clicks' are any clicks that aren't on the link (video plays, image opens, etc.)